

Message Text

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PAGE 01 STATE 008169
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 SIG-02 /022 R

DRAFTED BY COM/OIM/228/TCMOORE, CMM/BJP
APPROVED BY EB/OCA/CMJJREILLY
COM/BIC/OIM/CBARRETT
COM/BIC/MEPD/JHARDISTY
COM/BIC/OIM/CGENDREAU
STATE/EUR/JWSWIHART
STATE/EB/OCA
EUR/RPE/RBRESLER

-----140137Z 035889 /71

R 132131Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY ROME
INFO AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL MILAN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL TURIN

UNCLAS STATE 008169

E.O. 11652: N/A

TAGS: BEXP, AFSP IT

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - ITALY

REF: (A) ROME'S 6196; (B) STATE 292385

1. WITH REFERENCE TO THE PRELIMINARY FY-1978 CCP INPUTS
SUBMITTED PER REFTEL (A) IN RESPONSE TO STATE'S 054879, THE
FOLLOWING REMARKS CONSTITUTE COMMERCE'S RECOMMENDATIONS AND
OBSERVATIONS IN LIGHT OF RECENT CHANGES IN THE FY-1978 MILAN
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TRADE CENTER APPROVED SCHEDULE AND OTHER PROGRAM MODIFICA-
TIONS. THESE ARE PROVIDED AS GUIDANCE TO ASSIST THE POST
IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY-1978 PRO-
GRAM.

2. SEVEN FULL-SCALE EXHIBITIONS ARE SCHEDULED TO BE MOUNT-
ED IN FY-1978 AT THE MILAN TRADE CENTER. THESE PROMOTIONS

ARE REFLECTED IN SIX CAMPAIGNS. IN ADDITION, ONE TRADE MISSION HAS BEEN APPROVED FOR ITALY DURING FY-1978. AS A RESULT OF CHANGES IN THE MTC SCHEDULE ALLUDED TO IN PARA.

1, THE FOLLOWING 8 CAMPAIGN THEMES ARE RECOMMENDED: (PRIORITY RANKING BASED ON CONJECTURED PROMOTIONAL SUCCESS OF THEME).

- A. CAMPAIGN NO. 1 - PRINTING AND GRAPHIC ARTS EQUIPMENT. CONCUR WITH POST'S REFTEL (A) WITH PRIORITY RANK NO. 2 ASSIGNED TO THIS CAMPAIGN. MTC EXHIBITION, MARCH 28-31, '78 WILL BE MOUNTED.

- B. CAMPAIGN NO. 2 - PROCESS CONTROLS. CONCUR WITH POST'S REFTEL (A) WITH PRIORITY RANK NO. 5. MTC EXHIBITION SCHEDULED JAN. 24-27, '78.

- C. CAMPAIGN NO. 3 - LABORATORY INSTRUMENTATION (INCL. CHROMATOGRAPHY AND SPECTROSCOPY) WITH PRIORITY RANK NO. 3. MTC EXHIBITION PLANNED FEBRUARY 8-11, 1978. RECOMMEND DELETION OF POST'S SUGGESTED THEME OF BUILDING EQUIPMENT AND MATERIALS FOR CAMPAIGN NO. 3 AND ELIMINATION FROM FY 78 CCP DUE TO CONTINUED DEPRESSED MARKET CONDITIONS IN U.S. AND ITALY.

- D. CAMPAIGN NO. 4 - FOOD PROCESSING AND PACKAGING. CONCUR WITH POST SUBMISSION WITH PRIORITY RANK NO. 6. MTC EXHIBITION WILL BE HELD AS OFF-SITE AT IPAK-IMA, OCT. 3-9, 1977.
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- E. CAMPAIGN NO. 5 - COMPUTERS AND RELATED EQUIPMENT. CONCUR WITH POST WITH PRIORITY RANK NO. 1 AND MTC EXHIBITION SLOTTED FOR TRADITIONAL SPRING TIMEFRAME OF MAY 9-13, 1978.

- F. CAMPAIGN NO. 6 - SPECIALIZED MACHINERY. CONCUR WITH POST RECOMMENDED THEME WITH DIFFERING PRODUCT MIX FROM REFTEL (A). TEXTILE MACHINERY, METAL FINISHING AND SURFACING EQUIPMENT AND BUSINESS AUTOMATION THEMES TO BE INCLUDED IN THIS CAMPAIGN REFLECTING TRADE MISSION (MARCH 1978) AND 2 MTC EXHIBITIONS, JUNE 6-9, 1978 AND SEPT. 1978 RESPECTIVELY. PRIORITY RANK NO. 4 SUGGESTED FOR CAMPAIGN.

- G. DELETE POST SUGGESTED CAMPAIGN NO. 7 - CONSUMER THEME. IT IS FELT THAT PROMOTION OF PARTICULAR PRODUCT CATEGORIES OFFERING GOOD U.S. SALES OPPORTUNITIES, E.G., HI-FI EQUIPMENT, CASUAL CLOTHING, ETC., HAVE BEEN EXHAUSTED IN FY 76 AND 77 CCPS AND ONE-YEAR HIATUS RECOMMENDED

TO OBTAIN FRESH LOOK AT THEME IN SUBSEQUENT YEARS' UNLESS
MULTICOMPANY BSPS AT MTC AND OTHER POSTS' INTERNAL STIMULUS
SUFFICIENT ENOUGH TO CONSIDER AS FULL-SC FLEDGED
CAMPAIGN.

- H. CAMPAIGN NO. 7 - VISIT USA WITH PRIORITY RANK NO.

8. CONCUR WITH POST RECOMMENDATIONS. ADDITIONAL
COMMENTS WILL BE SHAPED BY USTS'S FY 1978 RECOMMENDATIONS

- I. CAMPAIGN NO. 8 - MAJOR PROJECTS/PRODUCTS WITH
PRIORITY RANK NO. 7. CONCUR WITH POST CAMPAIGN JUSTIFICA-
TION AND INCLUDE RECENT IRI APPROACHES OF INTEREST IN
FORMING CONSORTIA WITH AMERICAN FIRMS IN PURSUIT OF OVER-
SEAS CONTRACTS AS ANOTHER POSSIBLY ENCOURAGING DEVELOPMENT
FOR U.S. SALES OPPORTUNITIES WHICH MAY CARRYOVER INTO
FY '78.

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3. OTHER SPECIAL POST EFFORTS ---

- A. TOPIC RECOMMENDATIONS ON ON-GOING BASIS INCLUDE:
FOREIGN BUYER PROGRAM, INVESTMENT PROTECTION AND FOREIGN
TRADERS INDEX.

4. IT IS FURTHER NOTED IN POST'S REFTEL (A) CAMPAIGN
DESIGNATED NUMBERS AND PRIORITY RANKING CORRESPOND. THERE
IS NO OBJECTION TO A CONTINUATION OF THIS PROCEDURE BUT
FOR PURPOSES OF THIS TELEGRAM IT WAS FELT BEST TO ADHERE
TO POST'S CAMPAIGN NUMBERS AND THEMES CITED IN REFTEL (A)
TO AVOID CONFUSION IN COMPARING RECOMMENDATIONS CITED IN
REFTEL (A) WITH THIS RESPONSE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770014-0027
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
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Litigation Codes:
Litigation History:
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Review Content Flags:
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Review Media Identifier:
Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3604029
Secure: OPEN
Status: NATIVE
Subject: FY-1978 COUNTRY COMMERCIAL PROGRAM - ITALY
TAGS: BEXP, AFSP, IT
To: ROME
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/740705da-c288-dd11-92da-001cc4696bcc
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